

CLAIMS

What is claimed is:

1. A method of improving customer health and facilitating charitable giving, by a restaurant, comprising:

5 selling a reduced-portion meal product to a customer at the price of a
 corresponding full-portion meal product;
 collecting at least said price in funds from the customer, said funds comprising a
 base amount corresponding to said reduced-portion meal product and an
 excess amount; and

10 transferring part of said excess amount to a charity on behalf of the customer.

2. The method of claim 1 wherein said excess amount of said funds includes the difference in cost of said reduced-portion meal product and said corresponding full-portion meal product.

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3. The method of claim 1 further comprising transferring additional funds to said charity in an amount directed by the customer.

4. The method of claim 1 wherein the part of said excess amount transferred to the
20 charity comprises said excess amount less an operating fee.

5. The method of claim 1 wherein the customer may select a charity from among a plurality of charities at the time of the sale.

25 6. The method of claim 1 wherein the customer is provided a receipt at the point of sale memorializing the transaction and indicating the amount of the charitable donation.

7. The method of claim 1 further comprising:

upon the customer's initial purchase of said reduced-portion meal product,

providing the customer a unique identifier; and

5 upon subsequent purchases, using said unique identifier to identify the customer.

8. The method of claim 7 wherein said unique identifier is encoded on a card

including at least one of an identification number, an optical code, a magnetic stripe, an

RFID transponder, and an integrated circuit.

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9. The method of claim 7 further comprising tracking the customer's charitable
donations across multiple sales.

10. The method of claim 9 further comprising providing the customer with a summary

15 of charitable donations over a predefined time period.

11. A system for facilitating charitable donations by a restaurant customer,
comprising:

a point of sale station operative to process and record the sale of at least a
reduced-portion meal product at the price of a corresponding full-portion
meal product;

a database operative to record said reduced-portion meal product transaction,
including funds received pursuant to said reduced-portion meal product
transaction; and

a financial transaction processor operative to transfer funds to a charitable
organization on behalf of the customer purchasing said reduced-portion
meal product.

12. The system of claim 11 wherein said point of sale station includes an output
device operative to produce a receipt memorializing the sale of said reduced-portion
meal product, and indicating the funds transferred to said charitable organization on the
customer's behalf.

13. The system of claim 11 wherein said database is operative to record reduced-
portion meal product transactions from a plurality of said point of sale stations.

14. The system of claim 11 wherein said database is operative to record reduced-
portion meal product transactions from said point of sale stations located in at least two
restaurants.

15. The system of claim 11 wherein said point of sale station includes an input
device operative to receive a unique customer identifier.

16. The system of claim 15 wherein said input device includes at least one of a numeric keypad, a microphone and voice recognition software, an optical scanner, a magnetic stripe reader, an RFID transponder reader, and an integrated circuit data
5 interface.

17. The system of claim 15 wherein said database stores, for each customer that provides a unique customer identifier, at least the unique customer identifier and the funds transferred to a charitable organization on behalf of the customer.

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18. The system of claim 17 wherein said database is operative to generate a summary of the funds transferred to a charitable organization on behalf of the customer over a predetermined time period.

15 19. The system of claim 11 wherein funds received pursuant to said reduced-portion meal product transaction include a base amount, an excess amount, and an optional additional amount, wherein the funds transferred to a charitable organization on behalf of the customer comprise a portion of said excess amount and said additional amount.

20 20. The system of claim 19 wherein the portion of said excess amount transferred to a charitable organization comprises said excess amount less an operating fee.